



2006 Media Relations & Crisis Communications Seminar

Monday, April 3 – Friday, April 7, 2006

NTSB Academy – Ashburn, Virginia

“Emerging Issues in Aviation Communications”

The Media Relations course (April 3-4) is run by Airports Council International – North America, and requires a separate tuition. To register, go to:

<http://www.aci-na.org/asp/meetingdetail.asp?art=1031>

Monday, April 3, 2006

7:30 am – 3:00 pm Registration

7:30 – 8:30 am Continental Breakfast

8:30 – 8:40 am Welcome
Eileen Denne, Vice President, Communications & Marketing, ACI-NA

8:40 – 9:00 am Keynote Speaker
Greg Principato, President, ACI-NA

9:00 – 10:00 am Combating Airborne Diseases
While air travel offers numerous benefits, it can also expedite the spread of deadly diseases around the world in a matter of hours. Air carriers, airports, and government organizations must work together to combat what could be the next pandemic: Avian Flu. This session will focus on how to communicate around health issues and how airline and airport spokespersons can best prepare themselves for this possible challenge, whether it's the Avian Flu or another health hazard.

Speakers:

- **Jennifer Marcone**, Public Affairs Officer, Center for Disease Control
- **Nancy Castles**, Public Relations Director, Los Angeles World Airports
- **Katherine Andrus**, Assistant General Counsel, Air Transport Association

10:00 – 10:15 am Break

10:15 – 11:15 am Airlines in Crisis

Bankruptcies, rising fuel costs, reorganizations and strikes... what affects airlines also affects airports. What kind of an impact do airline financial issues have on airports and what happens to communities when airlines pull out? How do airport and airline spokespersons respond to those hard media questions while representing their organizations in a positive manner?

Speakers:

- **Michael Conway**, Director of Public and Environmental Affairs, Detroit Metropolitan Airport
- **David A. Castelveter**, Vice President – Communications, Air Transport Association
- **Priscille Leblanc**, Senior Director, Corporate Communications, Air Canada

11:15 – 12:15 pm

Discussion Forum: Proactive Approaches to Airport Media Relations

The media seems to focus on negative aspects: long lines, security breaches, noise, rent rates, etc. So what happens when you have a feel-good story that needs some publicity? In this interactive forum, we will discuss different and new ways to pitch a story, non-traditional activities and methods to garner media coverage, hands-on and visual ways to present a program to the press, earned media, and ways to use the Internet to tell your story.

Facilitator: **Carolyn Fennell**, Director of Public Affairs,
Orlando International Airport

NOTE: Please help us make this discussion a lively one. Bring your biggest PR challenge and tell us what worked and what didn't!

12:15 – 1:15 pm

Luncheon and Speaker

- **Marilyn Adams**, *USA Today*

1:15 – 2:15 pm

Communications Lessons Learned from the Hurricanes of 2005

The hurricane season of 2005 changed the face of airports and their roles — in addition to being transportation hubs they became hospitals, command centers, and depots. You will learn how airports dealt with communications challenges, worked with a skeleton staff, and what they would do differently today in the same situation. This panel will fold into a discussion on crisis communications plans: does your airport have one?

Speakers:

- **Michelle Duffourc**, Public Relations Manager
Louis Armstrong New Orleans International Airport
- **Ken Spirito**, Assistant Executive Director
Gulfport-Biloxi Regional Airport Authority

2:15 – 2:30 pm

Break

2:30 – 3:30 pm

Trainer Introduction and the Do's and Don'ts of Media Relations and preparing for stand-ups

Dr. Joe Trahan, Media Trainer

3:30 – 3:40 pm

Break

3:40 – 5:00 pm

Do's and Don'ts of Media Relations and preparing for stand-ups
(continued)

Tuesday, April 4

7:30 am – 3:00 pm	Registration
7:30 – 8:30 am	Continental Breakfast
8:30 – 10:15 am	Housekeeping Items Pam Shepherd, ACI-NA Orientation, Objectives, Introductions, Break into Teams and First Round of Stand-ups Dr. Joe Trahan, Trainer
10:15 – 11:50 am	Review all Stand-ups
11:50am – 12:55 pm	Lunch
12:55 – 1:25 pm	Prep for News Conferences
1:25 – 1:40 pm	Break
1:40 – 4:00 pm	News Conferences conducted
4:00 – 5:15 pm	Review News Conferences
5:15 – 5:30 pm	AAR
5:30 pm	Adjourn

The crisis communications seminar, Managing Communications During and Aircraft Disaster (April 5-6), is run by the National Transportation Safety Board

Wednesday, April 5

7:30 am – 3:00 pm	Registration
7:30 – 8:30 am	Continental Breakfast
8:30 – 9:30 am	The Investigative Process – Inside an NTSB investigation Jeff Guzzetti, NTSB Air Safety Investigator
9:30 – 10:00 am	Transportation Disaster Assistance: What you need to think about and do before a disaster Eric Grosos, NTSB Transportation Disaster Assistance
10:00 – 10:15 am	Break
10:15 – 12:15 pm	Media Panel Alan Levin, <i>USA Today</i> Tom Costello, <i>NBC Nightly News</i> Lisa Stark, <i>ABC News</i> Leslie Miller, <i>Associated Press</i>
12:15 – 1:15 pm	Lunch

1:15 – 2:15 pm **NTSB Public Affairs Process: Staying in Your Lane While Working With Your Industry Counterparts**
Lauren Peduzzi, NTSB Public Affairs

2:15 – 2:30 pm **Break**

2:30 – 4:00 pm **Family Assistance Panel**

Thursday, April 6

7:30 am – 3:00 pm **Registration**

7:30 – 8:30 am **Continental Breakfast**

8:30 – 9:30 am **Case Study: TBA**

9:30 – 10:30 am **Case Study: Houston Airport System**
Richard A. Fernandez, Communications Director
Houston Airport System

10:30 – 10:45 am **Break**

10:45 – 12:00 pm **Case Studies**

12:00 – 1:00 pm **Lunch**

1:00 – 3:00 pm **Accident Scenario**
Don Chupp, NTSB Academy

The Airport Preparedness Program (April 7) is run by the National Transportation Safety Board and requires a separate tuition. To register, go to:
http://www.nts.gov/Academy/CourseInfo/TDA404_2006.htm

Friday, April 7

7:30 – 8:30 am **Continental Breakfast**

8:30 am – 4:00 pm **How airports help post-disaster**
Eric Grosos, NTSB Academy